

## Engagement 2.0

An ASP Learning Event, hosted by The Environment Council,  
30<sup>th</sup> September; 2 – 5 pm.

### Themes:

- political drivers for engagement
- development of Stakeholder engagement as a change process
- development of Online Engagement, its potential and pitfalls

### Contributors:

**Rod Stern** - *Trustee of The Environment Council and Head of Change Strategy at WWF*  
**Edward Anderson** - *Head of Practice at Involve*  
**Mark Corderoy** - *New Media Director at IMS plc*  
**Mike King** - *CEO The Environment Council*

A recent report published by the Economist Intelligence Unit on Sustainability showed that the key priority for over 1000 business leaders from across the world for the next 5 years was ***communicating and engaging with their stakeholders.***

Stakeholder and public engagement as a process is still evolving and new forms of engagement are emerging. What is driving this, where might it go, and what might engagement look like in 5 years time are the questions that this event will be exploring.

This event will be run as **deliberative enquiry**. A series of speakers will briefly present their ideas on Engagement 2.0 and then you will have the opportunity to cross examine them and develop the ideas further. We are not presenting a blue print for new engagement processes but creating the opportunity to, as a group, explore what these might look like.

### Programme

- 1.30 Arrival for Tea & Coffee
- 2.00 Welcome and introductions - Mike King, CEO of The Environment Council
- 2.15 Engagement 2.0 – Deliberative Enquiry
- 4.15 Drawing conclusions – Mike King
- 4.30 Refreshments and networking
- 5pm Finish

Location: The Environment Council, 212 High Holborn, London, WC1V 7BF

Registration: Download: [www.asp-online.org/events/Eng2.0/Eng2.0rap.doc](http://www.asp-online.org/events/Eng2.0/Eng2.0rap.doc)

Cost: ASP Members: £45 Non ASP Members: £85

Contact: Gwyn Jones, 0779 563 2607, [gwyn@gbjconsulting.org](mailto:gwyn@gbjconsulting.org)

## Speakers

**Edward Anderson** – Head of Practice at Involve



Edward has lead responsibility for developing and managing Involve's practical participation projects. He is an expert advisor for [peopleandparticipation.net](http://peopleandparticipation.net) - one of the UK's most comprehensive participation sites, and he also advises organisations on public engagement strategies. In the past Edward has delivered participatory processes and training with the BBC, the Minister of Justice, the NCVO, the States of Jersey and numerous local authorities. Edward is also a member of the International Association for Public Participation and the International Association of Facilitators.

Edward will look at the **political drivers for engagement**, including the need to reach beyond stakeholders to the wider public.

**Rod Stern** – *Trustee of The Environment Council and Head of Change Strategy at WWF*



Rod's primary focus is developing the use of engagement as a tool for change. He has worked extensively on the development of participatory processes to get business, government and civil society addressing environmental issues both in the UK and overseas. He has also done a lot of work in the use of engagement models as internal drivers for organisational change.

Rod will speak about the **development of Stakeholder engagement as a change process**, taking it beyond the current consultative models.

**Mark Corderoy** - *New Media Director at IMS plc*



Since 2005, Mark has lead the New Media team at IMS, helping the company's clients use the web to support their communication activities. He has developed on-line services for Skanska, the World Business Council for Sustainable Development, the Environment Council, Churngold, Servomex and Newall. He has led the development of IMS' own on-line information services. His latest project is the development of Stakeholder Talk, a new service designed to help groups of stakeholders work and collaborate more effectively.

Mark will talk about the **development of Online Engagement, its potential and pitfalls as well as the opportunities for integrating it with other forms of engagement**.

**Mike King** - *CEO The Environment Council*



Mike is an environmental scientist with 20 years experience working in the area of stakeholder engagement, public participation and community development. He is an experienced facilitator and trainer and has been involved with a range of projects and initiatives working on issues such as renewable energy production, nuclear power, biodiversity, landscape management and waste minimization.

### **The Environment council**

The Environment Council is dedicated to putting sustainability at the heart of people's decisions, choices and aspirations. We are a UK based NGO who pioneered the use of 'stakeholder dialogue' as a powerful process for resolving environmental issues

Achieving sustainability will need greater participation in decisions and greater understanding between diverse interests. With experience of raising awareness, training, facilitation and providing a forum for dialogue, we demonstrate what is possible, helping all kinds of organisations to make the difficult and complex decisions needed for a sustainable future.

### **Association of Sustainability Practitioners (ASP)**

Association of Sustainability Practitioners (ASP) is a not-for-profit organisation uniting people around world views that honour and value our place in nature. ASP promotes learning that transforms behaviour from unsustainable to sustainable practices. Our Learning Events promote collaboration, sharing and learning between corporations, government agencies, NGO's and individuals, raising awareness and consciousness and facilitating debate and action.